



STATE BAR
OF WISCONSIN

P.O. Box 7158, Madison, WI 53707-7158

2025 AI SUMMIT

Beyond the Buzz:
AI Implementation
in Legal Practice

CREDIT HOURS: 1 CLE/EPR credit & 6 LPM credits

IN-PERSON SEMINAR: Wednesday, May 28, 2025 –
Madison

LIVE WEBCAST: Wednesday, May 28, 2025

WEBCAST REPLAYS:
Friday, June 6, 2025
Tuesday, June 10, 2025
Wednesday, June 18, 2025
Thursday, June 26, 2025
Monday, June 30, 2025
Friday, July 11, 2025
Monday, July 21, 2025
Tuesday, July 29, 2025
Thursday, August 7, 2025
Friday, August 22, 2025
Wednesday, August 27, 2025



STATE BAR OF WISCONSIN
PINNACLE

2025 AI SUMMIT

Beyond the Buzz: AI Implementation in Legal Practice



1 CLE/EPR & 6 LPM

Program dates start May 28.
Register today!

2025 AI SUMMIT

Beyond the Buzz: AI Implementation in Legal Practice



Make AI work for you

The legal industry is abuzz with talk of generative artificial intelligence (AI), but how does it translate into real benefits for your practice? The **2025 AI Summit** goes beyond the hype to provide clear, actionable insights on integrating AI into your workflow. Discover AI adoption strategies and real-world applications that can streamline your workday and meet evolving client expectations.

HOW YOU'LL BENEFIT

- Gain a competitive edge by leveraging AI for increased efficiency
- Reduce time spent on legal research and document review
- Identify and address the ethical challenges and responsibilities associated with using AI in your practice
- Discover how combining AI with practice management software leads to better organization, case management, and client communication
- Learn how to automate routine legal tasks, increasing overall productivity
- Master the art of prompt engineering and other skills to leverage AI effectively
- Balance the benefits and challenges of AI to make informed decisions on when and how to use those tools to your advantage

Turn AI potential into practice with help from **2025 AI Summit – Beyond the Buzz: AI Implementation in Legal Practice**.

Register now!

FACULTY

PROGRAM CHAIR & PRESENTER

Brent Hoeft, State Bar of Wisconsin, Madison

PRESENTERS

Christina Steinbrecker Jack, vLex, LLC, Madison

Ben Schorr, Microsoft, Inc., Seattle, WA

Spencer X. Smith, Spencer X. Smith Consulting, Madison

Jordan Turk, Smokeball, Inc., Austin, TX

Kristopher Turner, University of Wisconsin Law Library, Madison

CREDITS

7 CREDIT HOURS* CONSISTING OF:

- 1 CLE credit, including 1 Ethics and Professional Responsibility (EPR) credit
- 6 Law Practice Management (LPM) credits

* This program will be submitted to the Wisconsin Board of Bar Examiners for **1 CLE/EPR** credit and **6 LPM** credits. Attorneys may submit up to 6 LPM credits per CLE reporting period. To learn more about CLE credit types and rules, visit wisbar.org/credits.



Running a law practice is more than just practicing law—it's managing clients, operations, marketing, and technology. **Practice Pulse**, the new podcast from **Practice411™**, delivers professional insights to help attorneys streamline their firms, boost efficiency, and stay ahead of industry trends.

Join State Bar of Wisconsin Practice Management Advisor Brent Hoeft as he and a variety of guests tackle the practice management topics that matter most.

**Scan the QR code to tune in or visit
wisbar.org/practicepulse.**



PRACTICE411™
Law Office Management Assistance Program

 **WisLawNOW
PODCAST**

SCHEDULE

8:00 AM Registration

8:30 AM AI Overview: What and Where It Is Now in the Law

Christina Steinbrecker Jack

9:20 AM Navigating the Ethics of AI in the Legal Profession

- Review the specific ethical rules that come into play with AI
- Examples of how other courts are handing AI with local rules and orders
- Best practices for the ethical use of AI

Brent Hoefft

10:10 AM Break

10:25 AM Putting AI to Work: Practical Implementation for Law Practice

- Review examples of how attorneys are using AI in their daily practice
- Go over examples of legal specific and general AI tools
- See real world applications and practical considerations when using AI

Kristopher Turner

11:15 AM Best Practices for Integrating GenAI Tools Into Your Legal Research

- Look at the newest GenAI resources that are available for attorneys
- Review best practices for creating dynamic and effective prompts
- Get a review of the most common general LLM tools may use for general research
- Review best practices for quickly researching case law, statutes and secondary sources

Kristopher Turner

12:05 PM Lunch (on your own)

1:05 PM Integrating AI into Your Practice Management Software

- The different opportunities available for attorneys to integrate AI into daily work
- See how AI can draft emails or translate text to give you ideas for an opening statement
- Review confidentiality and security concerns
- See a live demonstration of how this all works

Jordan Turk

1:55 PM Break

2:10 PM Prompt Engineering 101 — Step-by-Step on Using AI to Improve Your Productivity and Efficiency

- Review best practices for prompt engineering to get the information you want
- Learn how to customize your AI for your specific practice and workflow
- Unlocking creativity with AI

Spencer X. Smith

3:00 PM Cleared for Takeoff: Using Copilot in Your Law Practice

- Specific tips for Copilot AI use in the legal practice
- Effective uses of the chat feature
- Review the resource, Prompt gallery, to help create the prompts you need
- Learn about recapping a meeting with Copilot

Ben Schorr

4:00 PM Program Concludes

Following start time, schedule will vary slightly from above. All times are Central Time Zone.

DATES & LOCATION

**IN-PERSON SEMINAR —
MADISON**

Wednesday, May 28, 2025

State Bar Center

5302 Eastpark Blvd., Madison, WI
(608) 257-3838

LIVE WEBCAST

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WEBCAST REPLAYS

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TUITION

	IN-PERSON	WEBCAST
State Bar Member	\$249	\$279
Nonmember	\$329	\$359
Ultimate Pass Gold/Silver	\$0	\$0
Ultimate Pass Bronze	\$249	\$0
Passbook Certificate	1 Certificate	1 Certificate

REGISTRATION & GENERAL INFO

ONLINE: wisbar.org/seminars

PHONE: (800) 728-7788

MAIL/FAX: Visit wisbar.org/regform for registration form



PINNACLE PASSBOOK REGISTRATIONS: PINNACLE Passbook certificates must be received by the State Bar at least one business day prior to the event. For in-person seminars, walk-in registrations using Passbook certificates are also welcome.

COURSE MATERIALS: Course materials are provided to seminar attendees in PDF format and are downloadable from myStateBar on wisbar.org up to two days prior to and 90 days after your seminar.

CANCELLATIONS: Please visit wisbar.org/cancellations for information on PINNACLE registration cancellation policies.

ACCOMMODATIONS: If you need special accommodations, please contact us at (800) 728-7788, ext. 6142 at least three weeks prior to the program date so we can make appropriate arrangements.

NOTICE: By attending this State Bar event, you understand and agree that you may be photographed and/or electronically recorded during the event and you hereby grant to the State Bar the right to use and distribute your name and likeness for promotional or educational purposes without monetary compensation. The State Bar assumes no liability for such use.

Event Code: CA3795 **Priority Code:** S4532B

ADDITIONAL LEARNING OPPORTUNITIES



Generative AI Skills for Lawyers — Featuring David S. Kemp

Compare the strengths and weaknesses of generative AI as applied to specific legal tasks and learn how to assess the suitability of AI-driven tools for your practice. Discover practical strategies for mitigating ethical risks and hear prompt engineering best practices for accurate, relevant results. **1 CLE**

CLE ONDEMAND: CA3738D

Persons With Disabilities, Their Rights, and Technology

As technology improves accessibility for people with disabilities, it also introduces new legal hurdles for businesses and workplaces. Help clients stay compliant with ADA rules on online accessibility. Understand evolving employer responsibilities, particularly as issues like artificial intelligence and return-to-office policies continue reshaping the inclusion conversation. **1 CLE**

PRERECORDED WEBCAST: APR. 23, 2025 | MAY 1, 2025 | MAY 9, 2025 | MAY 17, 2025 | MAY 19, 2025
MAY 27, 2025 | JUN. 4, 2025 | JUN. 12, 2025 | JUN. 20, 2025 | JUN. 23, 2025



NEW RELEASE!



The Law of Business on the Internet

For the latest information on guiding clients doing business in the digital age, turn to The Law of Business on the Internet. This brand-new resource from PINNACLE® Books distills critical principles from state and federal laws, giving you the tools to counsel clients engaged in online commerce wisely.

PRINT BOOK: AK0447

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